



Integrated Security Group

tel 866.433.4474 | fax 203.440.4273 | isgsecurity.com
1347 East Main Street | Meriden, CT 06450

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Contact:

Michael Veronese
ISG
866-433-4774
mveronese@isgsecurity.com

Integrated Security Group Launches New Brand Identity Official Launch at BankWorld 2009

MERIDEN, CT (May 4, 2009)... Integrated Security Group (ISG) – a top provider of security and life safety solutions for business and government, and their employees and executives at home – officially unveiled its new company brand on April 28 at BankWorld 2009.

Hosted at the Crowne Plaza in Cromwell, CT, the 14th annual event targeted the banking and financial services industry and it was produced by the Connecticut Bankers Association and The Warren Group.

The new ISG brand features a dramatic and bold representation within a very homogenized industry. Speaking directly to ISG's core values, the new brand is built upon speaking the shocking truth in security and life safety solutions that other providers don't deliver. In addition to a new aesthetic gold and black color scheme, ISG also introduces its new tagline – Know How To Be SecureSM – that positions the company as thought-leader, reflects integrity and represents its delivery, service and execution.

"ISG is unique in that we are true security consultants who approach security and life safety solutions through multiple angles, experiences and unified collaboration. We are not a sales driven culture looking to deliver a collection of security products," stated John McKenna, Vice President of ISG. "Client's trust and value us because we know what it takes to best mitigate risk potential and are transparent – regardless of acquiring a new sale or product allegiances."

A completely re-designed website – including MyISG, a custom security management, easy-to-use interface with real-time online tools and updates – and new collateral material were successfully unveiled at BankWorld 2009, where current and new customers were receptive to the new identity and eager to learn more.

Harry Azano, CFE, CPP, Founder of ISG noted, "While the new brand grabbed attention, we realize it affords us a better opportunity to develop and nurture customer relationships and service beyond products and technology. Our people will always be the greatest asset ISG affords its customers; having the opportunity to extend valuable insight and experience as a trusted source is where we always want to excel."



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The new ISG brand was developed by The Worx Group, a leading brand communications firm based in Prospect, CT. “Integrated Security Group presented us an exciting opportunity to help develop and build their brand from the ground up,” said Joe Gugliotti, Managing Member of The Worx Group. “We believe they are now better positioned to gain a unique competitive advantage and diversified growth in the future.”

About ISG

ISG has been designing, engineering, installing, monitoring and servicing corporate and government clients for nearly 25 years with custom-configured, integrated solutions that drive cost savings and economies of scale. Originally started in 1984 under the name The Professionals, ISG is a custom, integrated solutions provider in security and life safety, and it continues to offer independent security consulting services. For more information about Integrated Security Group, visit www.isgsecurity.com.

About The Worx Group

The Worx Group is a nationally-recognized brand communications firm specializing in integrated, metrics-based marketing across multiple media - including web, interactive, television, print and display. Established in 1987 and located in Prospect, Connecticut, the agency serves a diverse client base including mid-to large-size companies in Connecticut, and global brands such as AT&T, BIC, CSA International, ESPN, FedEx, Holiday Inn, IBM, Live Nation, Red Hat and United Technologies. The Worx Group is committed to the local and regional community, donating time and services to organizations such as Special Olympics Connecticut, Jane Doe No More, United Way of Greater Waterbury and the Palace Theater. For more information about The Worx Group, visit www.theworxgroup.com.